



THE HOUSE OF FASHION
Bernard, Frances & Co.
BROAD AND FIFTH STS.

ON March 14th of last year this store opened with its beautiful arrays of style that made every corner of this building sparkle with delight. The opening of this store proved to be, besides the show place of Richmond, the most economical shopping centre in the city. In order to reciprocate the appreciation shown by our patrons we are celebrating a

Triple Event

Spring Opening, First Anniversary, Easter Showing

We Intend to Uphold the Reputation of this Store in the Future as in the Past.

Our OPENING, as well as our EASTER SHOWING, takes place TO-MORROW, and will continue for the rest of the week. We do NOT intend to give souvenirs or have a band of music, but we DO intend to make this OPENING a money-saving opportunity for the benefit of our patrons, and have marked every spring garment in our store 25 percent less than they were originally marked when the goods came in. Therefore, you will kindly note a few of the many specials for the week here below.

We assure you that an OPENING of this sort is far superior and more saving to you than any other opening ever held in Richmond before. We assure you that you will save a part of your purse by purchasing here during the opening week. In order to uphold our past reputation, we will refund your money upon request if you find that any other house in Richmond undersells us or quotes you the same prices as ours for the same merchandise.

We invite inspection most heartily, regardless as to whether you intend to purchase your spring outfit when you come or later. We will, at any rate, appreciate your visit to this store during the OPENING WEEK.

SPRING MILLINERY OPENING

It's Spring in Our Millinery Salon

New Creations are Budding---Many are in Full Bloom

Everybody is Cordially Invited to Attend this Exhibit of Imported and Domestic Millinery Creations

A Season in Which the Small Hat Looms Large

Millinery seasons come and go like Mexican Presidents, but Paris somehow contrives to create new ideas with each incoming new millinery regime. This spring it is a small hat that rules the crowning glory of womanhood. Nearly all of it is crown, and the brim cannot get in a word edge-ways, or, if it does, it is caught up sharply at the sides and silenced.

A veritable flower garden of trimmed millinery will greet you here, to-morrow. The newest designs from Paris will be seen side by side with clever American modes and modifications of Parisian ideas.

The Copies of Paris Hats are Priced at a Fraction of the Cost of the Imported Models

In this announcement we illustrate a particularly new, small Milan hat trimmed with a numidie "stick-up" finished at the base with a new ornament. This hat is only one of more than a hundred beautiful styles. Special display **\$5, \$7.50, \$10** to-morrow at



Spring Fashions Reign Supreme in Our Suit and Coat Departments

Spring's Newest Coat for Street Wear

Made in the new three-quarter length of all-wool serge or covert. Some are plain tailored, some elaborately trimmed, while others are neatly touched up here and there with EPONGE, imported buttons and ornaments. Value \$22.95; opening special..... **\$12.95**

The New Spring Coats

Smart, Dressy Street Coats of wool eponge, serges and shepherd checks, all handsomely lined throughout with peau de cygne. Value, \$30.00..... **\$19.95**

The New Mandarin Street Coat

of shepherd checks and wool eponges, handsomely lined with peau de cygne; Nell rose, Copenhagen blue, navy and black. Many other attractive models for selections. Value \$35.00 **\$24.95**

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A Most Unusual Assortment in this Advanced Showing of TAILORED SUITS

Interesting for the distinctive styles it presents---many of them being reproductions of the latest foreign models---and for the wealth of materials and colors it displays.

Of equal interest are the special values arranged for OPENING WEEK.

New Spring Models in Fancy and Plain Tailored Suits

\$14.95 Value **\$25.00**

Made of wool serge; some have the new Bulgarian blouse and smartly draped skirt; coats are handsomely lined throughout with peau de cygne.

Fancy Trimmed Tailored Suits

Three distinct styles, copies of the smartest foreign models, in the new blouse effect; also many other attractive models in various materials

Tailored Suits

of mens wear serges, Bedford and needle cords, hair-line and pencil stripes, wool poplins, shepherd checks, etc. A splendid assortment of models to select from

Value

\$30.00

\$19.95

Value

\$37.50

\$24.95

Unusual Offerings for This Early Part of the Season

Tailored Skirts

An unusual splendid assortment of Tailored Dress Skirts of Men's Wear Serge, Novelty Mixtures and other Beautiful Spring Materials at

\$2.95, \$3.95,

\$4.95, \$5.95,

\$6.95, \$7.95,

and up to \$15

